



California Cling Peach Board Minutes

May 16, 2024

California Farm Bureau Federation
2600 River Plaza Drive, Sacramento, CA

DRAFT

A meeting of the California Cling Peach Board was called to order by Sarb Johl at 10:09 a.m. on May 16, 2024. Roll was taken, showing there was a quorum present:

Board Members

Anthony Laney
Jared Davit
Jag Khera
Sarb Johl
Rick Zolezzi
James Cotta
Richard Lial
Brian Noeller
Trent Voss
Lou Boer
Lance Jackson
Rich Hudgins

Others

Chris Zanobini, CCPB
Brooke Palmer, CCPB
Carolyn Gleason
Jason Bukilica, MJR
Tami Iverson, Pacific Coast Producers
Ben Kardokus, CDFA
Laurel Rudolf, CDFA

Public Comment

Ben Kardokus shared that the CCPB referendum passed with 24% participation, of which 96% voted in favor of continuing the Marketing Order.

Minutes

The minutes were reviewed.

It was moved, seconded, and unanimously approved to accept the November 30, 2023, meeting minutes as presented.

Government Relations Update

Carolyn Gleason gave an update on trade relations. She outlined the trade proposals that have been made in the election cycle including Biden retaining the 301 tariffs with some increases to certain sectors and Trump proposing a universal tariff.

PR Committee Update

Chairman Anthony Laney asked that Jason Bukilica of MJR review the 2023 promotions program and the proposal for the 2024 program. Bukilica reviewed the activities MRJ conducted on behalf of the CCPB in 2023 which included trade events, outreach to retailers, dietitians, school food services and digital promotions for consumers and the influencer program. Additionally, the website was translated to Spanish and the LinkedIn page has shown traction from registered dietitians. Bukilica then reviewed the program proposal for 2024 and asked that board members volunteer to attend some of the trade events and participate in a project to highlight cling peach farmers.

It was moved, seconded, and unanimously approved to accept the domestic promotions proposal presented by Jason Bukilica of MRJ.

Research Committee Report

Chairman Rick Zolezzi shared that the Research Committee received three proposals and that the recommendation is to approve full funding for all projects. Copies of the proposal summaries were reviewed.

It was moved, seconded, and unanimously approved to fully fund the research projects submitted by Thomas Gradziel and Jim Adaskaveg as recommended by the Research Committee.

Executive Committee Report

Chris Zanobini reviewed the financial statements and proposed budget for 2024/25. Projected year end anticipated total income and carry forward to be \$1,281,467, total expenses to be \$717,355, with a carry forward/net of \$564,112. The proposed budget for 2024/25 was calculated based on a crop estimate of 220,000 tons and an assessment rate of \$3.50. Discussion took place about retaining Rood & Dinis as the audit firm and Ag Association Management Services as the management company.

It was moved, seconded, and unanimously approved to accept the financial statements and proposed 2024/25 budget as presented with a crop estimate of 220,000 tons and a \$3.50 assessment rate, retain Rood & Dinis as the auditor, and Ag Association Management Services as the management company.

Rajeev Davit shared that the Executive Committee recommends appointing Chetan Khera to the alternate vacancy in District 1.

It was moved, seconded, and unanimously approved to appoint Chetan Khera to the alternate vacancy in District 1.

Other Business/Open Discussion

Discussion took place about improving participation from board member and adding additional meetings to the calendar to increase engagement.

There being no further business, the meeting was adjourned at 12:19 p.m.

I, Chris Zanobini, Executive Director of the California Cling Peach Board, do hereby certify that to the best of my knowledge, the foregoing is a true and correct copy of the minutes of the California Cling Peach Board held in Sacramento, California on May 16, 2024.

A handwritten signature in cursive script, reading "Chris Zanobini", positioned above a horizontal line.

Chris Zanobini, Executive Director